

**Subject:** Marketing Report for the week of 7/11/16

**From:** Henna Sherzai <HSherzai@downtownla.com>

**Date:** 07/15/2016 05:42 PM

**To:** Carol Schatz <cschatz@ccala.org>, Suzanne Holley  
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**CC:** Shawn Bratton <sbratton@ccala.org>, Lena Mulhall <lmulhall@ccala.org>

Hi Carol & Suzanne,

Below is the marketing department activity report for the week of July 11, 2016.

### **Henna**

- Preparation and onsite management of Dog Day event
- Created 1<sup>st</sup> draft of Innovate DTLA RFP and initial agency options
- Created and monitored Summer in the City Facebook ad campaign
- Finalized Summer in the City press release
- Attended Board of Directors meeting
- Worked on maintenance vests and 24-hour hotline magnet for rebrand
- Met with Scott Meisse re: restructure of Ferroconcrete & LA Downtowner
- Pulled photo selects for Nhien's LA Magazine ad
- Held weekly status meeting with Mike
- Held weekly PR status call with Macy & Associates
- Held status meeting with Proof

### **Mike**

- Created website content: event listings, specials, business listings, etc.
- Created & monitored social media content for the week/month through Sprout, Latergramme & Iconosquare (social media tools)
- Continued BID events planning (Dog Day, BBQ, Halloween)
- Continued event sponsorship requests
- Weekly call with Proof Interactive
- Weekly meeting w/ Henna
- Sent email invites July Roundtable meeting
- Updated Featured DTLA summer events on page
- Continued building the BBQ and Halloween webpages
- Registered EKO EATS as new DTLA Roundtable Members
- Finalized Q2 District News
- Held 10th Annual Dog Day at the Cathedral

### **Kevin**

#### CCA

- Chief of Staff Reception: Flyer revisions
- Dreams magazine: Ad

- Power Point: Revisions
- Q2 Newsletter: Revisions

DCBID

- Rebranding:
  - o Magnets
  - o Uniforms: Maintenance vests
- Dog Day: Day-of signs, Coupons, Table plan, Geo filter, Photo editing
- Q2 Newsletter: Layout & Revisions

EconDev

- Market Report: Redesign

**Henna Sherzai**

Director of Marketing & Communications

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